

Cradle to Cradle® fact sheet

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The Cradle to Cradle® principle

Cradle to Cradle (C2C) stands for a new approach in the use of materials and the manufacture of products. Developed in the 1990s by architect William McDonough and chemist Dr Michael Braungart, the philosophy is based on three pillars: 1) Abolishing the principle of waste – all materials become nutrients in biological or technical cycles, for which they must pose no risk to health and be recyclable; 2) Using renewable energy; 3) Supporting (technical and social) diversity – because innovation arises from diversity.

The certification system

Certification body	Cradle to Cradle Products Innovation Institute (C2CPII)	[Non-profit organisation]
	475 14th Street Suite 290	Linnaeusstraat 2C
	Oakland, CA 94612 (USA)	1092 CK, Amsterdam (NL)
Market launch	2010	
Website	www.c2ccertified.org/	




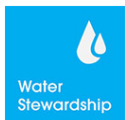

Facts and figures

The Cradle to Cradle Products Innovation Institute (C2CPII) is a non-profit organisation founded in 2010 by William McDonough and Dr Michael Braungart to promote the *Cradle to Cradle Certified™ Product Standard*. Since then, the institute has been developing the standard further, informing the public and acting as an independent examiner and licensor for Cradle to Cradle certificates. As of August 2017, more than 490 products from different product segments across the globe have been certified, including chemicals, building products, furniture, textiles, cleaning products, print products and toys. The C2C certificate is a voluntary product certification. In the construction industry in particular, demand is growing for C2C-certified products which can also be positively credited in building certification.

Current usage profile

Cradle to Cradle Certified™ Product Standard (version 3.1)

Criteria

 <p>Material Health</p> <ul style="list-style-type: none"> ▪ Evaluation and toxicological assessment of the materials ▪ Adherence to thresholds, substance bans ▪ Substitution of problem materials 	 <p>Material Reutilization</p> <ul style="list-style-type: none"> ▪ Ensuring the best possible recyclability ▪ Promoting the greatest possible share of secondary raw materials in the product ▪ Implementation of collection processes
 <p>Renewable Energy</p> <ul style="list-style-type: none"> ▪ Recording of proportion of renewable electricity and greenhouse gas emissions ▪ Increase in share of renewables or offsetting via certificates ▪ Optimisation of “grey energy” 	 <p>Water Stewardship</p> <ul style="list-style-type: none"> ▪ Water stewardship strategy ▪ Water audit ▪ Waste water treatment strategy or strategy for solving problems with the supply or quality of water in the supply chain
 <p>Social Fairness</p> <ul style="list-style-type: none"> ▪ Self audit or external audit according to recognised guidelines ▪ Recording of social problems in the supply chain and development of measures ▪ Implementation of a local “positive impact” strategy 	<p>Weighting</p> <p>All criteria are weighted equally. Material health is not a knock-out criterion, however: materials on the C2C banned list automatically result in disqualification from the certification.</p>

Certification levels

For each criterion, the standards can be fulfilled in the following consecutive quality levels: Basic, Bronze, Silver, Gold, Platinum. The quality level of the criterion with the lowest assessment determines the overall certification level of the product.

Validity and special features

The certificate is valid for two years and can be renewed with a re-certification. The successful implementation of the optimisation strategies and action plans submitted with the initial certification are then also tested.

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